

Frank O'Donnell new General Manager of Coca-Cola Hellenic Austria

Vienna, March 2016 - Change in leadership at Coca-Cola Hellenic Austria: As of March, Frank O'Donnell (48) takes over operations as General Manager in Austria

The new General Manager has had close ties with the Coca-Cola system for almost 25 years. Born in Ireland, he started his career in 1992 in his home country as merchandiser and held several other positions before taking over as Sales Director for Ireland. In this period O'Donnell was able to achieve an increase of 14% in the Coca-Cola market shares. In 2010 he took over as Commercial Director in Czech Republic and Slovakia and was able to push through his vision to double the market shares for soft drinks by the end of 2013. In March 2014 O'Donnell was promoted to Country Manager in Ireland where he achieved to improve the company's business success even further.

In Austria the experienced manager Frank O'Donnell is now taking over responsibility for about 1,000 employees and the distribution of leading brands such as Coca-Cola, Coca-Cola light, Coke zero, the recently launched Coca-Cola life, Fanta, Sprite, Cappy, Nestea, Römerquelle and Monster, eager to continue their success stories and looking forward to his new tasks: "During the last financial year Coca-Cola Hellenic Austria has shown an excellent performance and the Austrian team has done a great job. I'm looking forward to pursue this successful path together with our staff."

Frank O'Donnell already has fond memories of his new workplace Vienna. "Last year I spent some amazing days here together with my wife and my two daughters, we all immediately lost our hearts to this city. Therefore, we are quite happy to make Vienna our home."

About Coca-Cola Hellenic Austria

Coca-Cola Hellenic Austria supplies the whole Austrian market with products of The Coca-Cola Company. The company employs 1,000 people in Austria – in its production site, sales and distribution centres. Apart from the well-known brands Coca-Cola, Coke light, Coke zero, Fanta and Sprite, products like Nestea, Cappy, Römerquelle,

Römerquelle Emotion, the energy drinks Monster and burn and the sports drink Powerade are also part of the diverse beverage portfolio. In the state-of-the-art production and logistics centre located in Edelstal, Burgenland, where the Römerquelle spring originates, all Coca-Cola Hellenic products are bottled and distributed throughout Austria. More than 60,000 customers distribute our products to consumers. Furthermore, 8,000 vending machines make sure that our products are always within an arm's reach.

Coca-Cola has been firmly established in Austria since 1929. Through ongoing investments, Coca-Cola Hellenic Austria is an essential part of the local economy. The company's direct value created amounts to €94 million (that equals 0.03 % of the Austrian gross domestic product). Considering the whole value chain – from production over supply to consumption – more than 1 billion Euros created are connected to the Coca-Cola system every year, that equals 0.36 % of the GDP. (Source: Socio Economic Impact Study by Steward Redqueen /Ethan B. Kapstein, 2012) Coca-Cola Hellenic Austria is a subsidiary of Coca-Cola Hellenic Bottling Company AG, headquartered in Switzerland. It is a leading bottler of The Coca-Cola Company with a sales volume of more than 2 billion unit cases. It has a broad geographic footprint with operations in 28 countries serving a population of approximately 590 million people. The company has a premium listing on the London Stock Exchange and its shares are listed on the Athens Exchange. Coca-Cola HBC is included in the Dow Jones Sustainability and FTSE4Good Indexes.

For more information please visit www.coca-colahellenic.at